



## **OUTDOOR CHANNEL CELEBRATES START OF 4<sup>TH</sup> YEAR ON-AIR IN ASIA**

### ***Channel Announces Move to Measat 3, Several Major Carriage Deals and Vietnam Launch***

**SINGAPORE, 6<sup>th</sup> December 2013** – Multi Channels Asia today announced that Outdoor Channel, The World Leader In Outdoor Entertainment, has strengthened its distribution through a number of new carriage agreements in Asia, including Big TV and Neo TV (Indonesia) and LGTV (South Korea).

Outdoor Channel will shortly announce several major carriage deals in Vietnam, after becoming one of a select few international channels to be granted a landing license to re-broadcast in the country.

The channel is also set to enter the Indian Pay TV market, after appointing NDTV Networks as the exclusive distributor to formally launch Outdoor Channel in Asia's most dynamic Pay TV market in 2014.

To facilitate Outdoor Channel's expansion plans, the channel has signed a multi-year agreement with Globecast for satellite uplink and distribution via Measat-3. The deal with Globecast will greatly extend the reach of Outdoor Channel, particularly to Australia and India.

Outdoor Channel has also selected SmartCast, one of the leading providers of de-centralized television play-out centres as their exclusive media asset management service provider. SmartCast will provide integrated services from content ingest and quality control to traffic, scheduling and play-out, as well as media asset management. Outdoor Channel HD

Gregg Creevey, Managing Director, Multi Channels Asia, said, "Thanks to the strong support from our current platform partners, Outdoor Channel has grown exponentially, and these developments represent a major advancement in Outdoor Channel's position as the leading brand and channel dedicated to outdoor sports lifestyle and entertainment. From a standing start just 36 months ago, Outdoor Channel has defined a whole new Pay TV genre and connected with an underserved core audience of males 25 – 50 in more than 5 million households across 14 countries"

#### ***About Outdoor Channel:***

Launched in 1994, Outdoor Channel is the World Leader In Outdoor Entertainment. The channel features traditional and contemporary outdoor sports such as fishing, off-road, water sports, safari and more. Whether out on the ocean or on top of a mountain, Outdoor Channel covers a broad range of outdoor activities that thrill, inspire and entertain. Outdoor Channel is available in more than 50 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 14 countries to more than 5 million households.

#### ***Media Contacts:***

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